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**Complete If Known**

Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Group Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

(use as many sheets as necessary)

Sheet	1	of	1
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[illegible]

/Jonathan Ouellette/

**Considered**

05/15/2006

**Signature:** \_\_\_\_\_

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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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PTO/SB/D&amp;A (08-00)

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Substitute for form 1449A/PTO			<div>Complete if Known</div> <div>Application Number</div> <div>10/017,640</div>		
<div>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</div> <div>(use as many sheets as necessary)</div>			<div>Filing Date</div> <div>December 14, 2001</div>		
			<div>First Named Inventor</div> <div>William Matz</div>		
			<div>Group Art Unit</div> <div>3629</div>		
			<div>Examiner Name</div> <div>J. P. Ouellette</div>		
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Sheet	1	of	1		

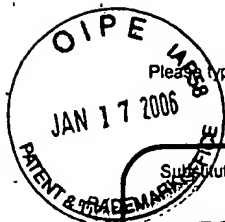
[illegible]

Examiner Signature	/Jonathan Ouellette/ 	Date Considered	05/15/2006
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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

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Attorney Docket Number	BS01342

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	JO	5,854,897		Radzewicz, et al.	12/1998	
	JO	5,848,397		Marsh, et al.	12/1998	
	JO	5,809,481		Baron, et al.	09/1998	
	JO	5,721,827		Logan, et al.	02/1998	
	JO	2003/0172374		Vinson, et al.	09/2003	



### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York	

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